

Deluxe Shines Bright in Southwest Florida

As the largest credit union in Florida with 230,000 members, Suncoast Schools Federal Credit Union appreciates the value of Deluxe delivers. In May, Suncoast began promoting two convenient check-ordering options available from Deluxe: the Deluxe Web site and the Voice Response Unit (VRU).

"Members appreciate being able to take care of their business during their own time, rather than during business hours when they're usually working themselves," said Lisa Cobb, share draft supervisor at Suncoast.

Convenience pays off for everyone

To make ordering checks easier for members, Suncoast provided a link from its home-banking Web site - SunNet - to the Deluxe Web site, so members can order their checks while taking care of their other banking needs. When ordering checks through the Internet or over the phone, members eliminate the hassle and time associated with mailing or dropping off their check forms at a credit union location.

Suncoast promoted these new check-ordering services in its newsletter and through statement inserts, and its efforts were not in vain. Suncoast ranks fifth among all Deluxe's credit union customers for the number of members who order their checks through the Internet. This is a huge feat, given the fact that Deluxe's Internet check-ordering service is available to consumers of all types of financial institutions.

The benefits of these services touch more than just members. Suncoast's representatives now have more time to devote to members' other needs. And, they have instant access to information about the order through Deluxe's online database. They can find out when the order will be shipped, what the order entailed and other details for the member.

What's Ahead

Suncoast will soon take another leap into the future with the addition of Deluxe's ON E® for the Internet service, being introduced in 2000. This service will allow members to view on their computer screen what the check actually looks like in terms of design, information, color, etc. If members want to make any changes to the information on their check before placing the order, they can that right then and there. Once again, with One® for the Internet, time and convenience will take center stage. The result? An increase in member satisfaction that can only lead to greater retention.

Carrie Reynolds, the Deluxe account manager working with Suncoast, has made these goals her top priority, and it shows. "Our relationship with Deluxe is very good," says Cobb. "Deluxe goes out of its way to help us as a credit union get what we want out there for the benefit of our members."

For more information about adding the check-ordering link to your Web site, contact your Deluxe account manager or call 1-888-633-5389.